

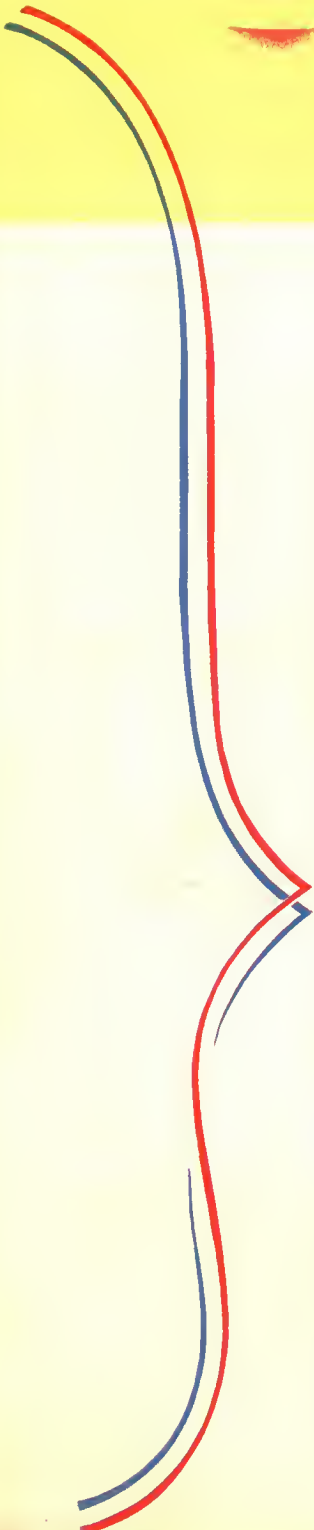
PITTSBURGH *Home Improvement* GUIDE

FOR THE MAINTENANCE OF
HOMES, FARMS, EQUIPMENT



PITTSBURGH PAINTS

MADE WITH VITOLIZED OIL
KEEPS THE PAINT FILM
LIVE, TOUGH, AND ELASTIC



*Protect the things
you own!*

CONSERVATION-

Slowly and painfully Americans are acquiring a new understanding of an old virtue. It is thrift. The man who traded in his car every year now discovers that it is built to last for years. Formerly he bought new tires at the end of ten or fifteen thousand miles because he didn't want to be bothered by punctures. Now he finds that care in driving will stretch the life of their rubber to undreamed-of-length. Self-imposed walking is wearing out his shoes. New shoes are becoming increasingly hard to buy, so he is learning what miracles a shoe-repair man can perform with footwear formerly discarded.

Today, thrift is smart; it is also fast becoming a necessity. Its need is being shouted from the house tops: Do not discard your shaving and tooth paste containers. Do not discard old newspapers, rags, scrap metal. Do not under any circumstances waste or use unwisely the things you now own. Truly, a new phase of life is appearing in this free and easy America of ours.

Out of it will eventually come a new concept of property values. All these means of saving, and many others, are important; but their value is insignificant when compared to the value of our most priceless possessions, American homes and factories.

Chief responsibility for protecting American homes, farms, factories and equipment must be assumed by the paint industry. The coat of protective paint must take the brunt of weather wear; keep safe the country's principal assets, its homes, its factories, its farms, its thousands of possessions.

Important, too, is the factor of morale. While paint protects, color cheers. Judicious use of paint will preserve American property, and the proper use of color will wield a mighty influence on American morale.

On the pages which follow, we describe the proper and effective use of paint as a protective agent; illustrate achievements possible with its use; include suggestions for getting greatest value and satisfactory results from your investment in home protection.

THE ESSENTIALS

OF A GOOD PAINT JOB

Good Paint — Proper Application

Having decided to paint, don't make the mistake of trying to save by specifying or using cheap-price-per-gallon paint. In the first place, cheap-price-per-gallon paint is so short in covering capacity that more gallons are needed to do the job, and at best you save only a few dollars on the paint cost. More important still, statistics show that cheap-price-per-gallon paint lasts only about half as long as quality paint, requiring repainting twice as often. No economy there.

What Does Cost-Per-Gallon Mean?

Price is but one factor which enters in paint values. Consider paint on the basis of its spreading rate and years of service. Ascertain: How many square feet will it cover per gallon? How many coats will be required to give adequate hiding and proper protection? What are its working and spreading properties? How many years will it last? All important considerations.

What Does Cost-Per-Year Mean?

Without attempting to classify the reasons for painting in the order of their importance, it is conceded that property owners paint (1) to protect—(2) to beautify.

The protective value of paint becomes more important as the years go by. Any paint job will look fairly good for a few months, but after that, if the paint used is poor, and the workmanship is indifferent, the property owner will be confronted with one of these alternatives: Do the work over, often after a costly job of surface preparation; or allow his property to suffer from inadequate protection. Thus we arrive at the true formula for figuring paint values; not by the cost-per-can, but by the cost-per-year for adequate protection.

Above—EXTERIOR

ROOF—5-368 Gray Pittsburgh Shingle Stain. BRICK BODY—7-1 White Pittsburgh Cementhide. UPPER BODY AND TRIM—1-310 Slate Gray Pittsburgh Sun-Proof House Paint. DOOR—1-337 Brick Red Pittsburgh Sun-Proof House Paint.

House design by Eugene and Max Fuhrer, Architects

Below—EXTERIOR

ROOF—5-263 Walnut Pittsburgh Shingle Stain. BODY —1-170 Stone Gray Pittsburgh Sun-Proof House Paint. SHUTTERS AND SASH—1-344 Seal Brown Pittsburgh Sun-Proof House Paint. TRIM—1-54 Titanic Outside White Pittsburgh Sun-Proof House Paint.

House design by Bertram Weber, Architect



Paint Protects • Color Cheers



The importance of surface preparation



Unless the surface is properly prepared there is little chance for even a good paint to do a good job.

What Is Meant by Surface Preparation

The first step is a careful inspection of the surface to be painted.

This will reveal what will be necessary to put the surface into paintable condition. If the previous work has been properly done, the surface is weathering gracefully by gradual "chalking," which is normal behavior. This sort of a film wears away evenly and while it loses gloss, it provides adequate weather protection because it remains intact. It also provides a suitable film for repainting and avoids the expense of extensive preparatory work. Often only a thorough cleaning is all that will be necessary.

Now, if the work being inspected has been poorly done (either poor paint, inexpert workmanship, or both) the surface presents a problem. Half a dozen types of failure may be revealed, each of which require correction before succeeding coats of paint can be safely applied. While this will add to the cost of the work, results will fully justify the expenditure. Failure to prepare the surface properly will mean a repetition of the same troubles and

result in unsatisfactory surface appearance and protection.

Proper Surface Preparation Makes Every Paint Job Last Longer

To get the best possible job the surface to be painted must be carefully prepared. It must be clean, smooth and dry.

Burning Off

Where old paint is peeling or chipping, it is necessary to burn off or scrape the entire surface. It's a tough job to repaint over a poor paint job. If any of the chipped or peeled paint is left on the surface, it will soon start to push off any coats applied on top of it.

Filling Cracks

Cracks must be carefully filled to prevent moisture from getting into the wood. Nail holes must be filled with putty. All loose boards must be nailed down tightly. Once moisture enters, it pushes the paint film away from the surface, causing blisters.

Wire Brushing and Sanding

This process assures an absolutely smooth surface. All uneven spots are removed by sanding. When the surface is properly prepared, then is the time to apply paint—but not before. Only by painstaking preparation can the right kind of a paint job be done.



PITTSBURGH'S

Famous

Two-Coat System

for

Exterior Painting

This system is representative of the latest technical developments, and its use will result in a thoroughly satisfactory job, economically obtained.

Controlled Penetration

The discovery of Vitolized Oil has revolutionized exterior painting practices. Its use in paint formulations results in controlled penetration.

This makes two-coat painting not only entirely practical, but the use of Vitolized Oil in Pittsburgh Sun-Proof Primer counteracts the common causes of exterior paint failures.

Changes in construction practices during recent years have brought about extensive revisions in painting methods. Great variety will be found in the woods used; some of it is non-uniform in texture and resinous, while formerly only selected white woods were employed.

The above factors have materially affected painting practices, which are further influenced by the need for speed and economy, demands which have been met by the application of two coats of paint where formerly three were used.

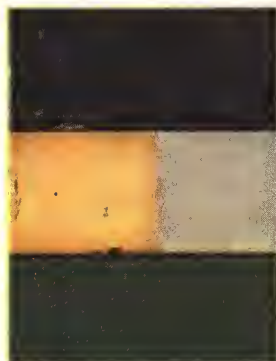
A study of paint application problems under these changed circumstances brought out the importance of the Priming Coat. Prior to the discovery of Vitolized Oil, little or no attention was given to the part which the priming coat played in achieving satisfactory results.

The general practice had been to attempt to overcome the difficulties involved in exterior painting by providing a first coater that would pene-

trate deeply into the wood, the theory being that such extreme penetration would seal and satisfy the absorption. In attacking the problem from this angle, the fact was lost sight of that such a priming coat permitted most of the oil to be drawn into the porous wood, leaving only an oil poor pigment on the surface. This inelastic, oil-drained film became brittle and offered but little resistance to the elements.

The problem, then, was one of obtaining a primer that would not penetrate excessively, thus retaining sufficient elasticity to be durable and resist moisture.

The solution came from the development of Vitolized Oil in the Research Laboratories of the Pittsburgh Plate Glass Company. Its use in Sun-Proof Exterior Primer resulted in a "controlled penetration" first coater, which



affords the proper foundation for the finishing coat, effectively counteracts the causes of exterior paint failures on wood surfaces and makes possible a thoroughly practical two-coat house painting system.

The following products enter into the Sun-Proof Two Coat House Painting System:

- Sun-Proof Primer
- Sun-Proof Body Colors
- Sun-Proof Trim Colors
- Sun-Proof Whites
- Pittsburgh Vitoloil.



Courtesy Ralph Stoetzel, Architect

EXTERIOR PAINTING

Courtesy Perkins, Wheeler and Will, Architects

ROOF—5-243 Indian Red Pittsburgh Shingle Stain.
UPPER BODY AND TRIM—1-54 Titanic Outside White
Pittsburgh Sun-Proof House Paint. LOWER BODY—7-1
White Pittsburgh Cementide. SHUTTERS—1-344 Seal
Brown Pittsburgh Sun-Proof House Paint.

ROOF—5-263 Walnut Pittsburgh Shingle Stain. BODY
UPPER AND TRIM—1-54 Titanic Outside White Pitts-
burgh Sun-Proof House Paint. LOWER—7-1 White
Pittsburgh Cementide.





Roof—5-263 Walnut
Pittsburgh Shingle
Stain. BODY AND TRIM
—1-165 Ivory Pittsburgh
Sun-Proof House Paint.
Door—1-348 Shamrock
Green Pittsburgh Sun-
Proof House Paint.

Courtesy
Ralph Stoetzel,
Architect



Roof—5-342 Ivy Green Pitts-
burgh Shingle Stain. BODY—
1-166 Manila Buff Pittsburgh
Sun-Proof House Paint. SHUT-
TERS—1-338 Kentucky Green
Pittsburgh Sun-Proof House
Paint.

Courtesy
Bertram Weber,
Architect



Roof—5-342 Ivy
Green Pittsburgh
Shingle Stain. UP-
PER BODY—1-341
Copper Verde Pitts-
burgh Sun-Proof
House Paint, LOWER
BODY—7-1 White
Pittsburgh Cement-
hide tinted to match
1-330 Jersey Cream
Sun-Proof. Door,
TRIM AND SASH—
1-330 Jersey Cream
Pittsburgh Sun-
Proof House Paint.

Courtesy Perkins,
Wheeler and Will,
Architects





Paint Protects • Color Cheers



The Painting of Interior Walls

Again, as with exterior painting, the preparation of the surface is of prime importance. Far too often this is neglected and results are disappointing.

Before starting to paint, wash or scrape off all calcimine, loose paint, grease and dirt. Fill cracks with patching plaster and sand to a smooth surface. Touch up patched spots with first coater. Even though no spots or cracks need patching, wash the surface before painting. The work involved will be well worth while.

The application of paint on interior plaster surfaces has become increasingly difficult owing to inferior plaster work and the tendency to rush painting on damp walls.

Uneven suction effects on poor walls may be generally counteracted by the use of varnish type priming coats—at the risk of cracking and peeling of later paint coats. A better looking job is often temporarily secured on non-uniform plaster, through the use of varnish base primers, but the prospect of future failures is always great.

Therefore, painters, architects, chemists and engineers agree that the use of varnish sealing coats is not the proper procedure in the painting of plaster walls.

The Pittsburgh Plate Glass Company has always recognized and maintained the correctness of the principle of oil base wall paints and oil base primers.

HALL WAY

CEILING—*Gull Gray Intermix No. 101*—obtained by mixing equal parts 26-13 Blossom Pink and 26-17 Cascade Blue Wallhide Flat Wall Paint. WALLS—LOWER—same as ceiling, STAIR WALL AND SECOND FLOOR—26-11 Sea Foam Green Wallhide Flat Wall Paint. TRIM AND DOOR—54-75 Eggshell White Waterspar Enamel.

Courtesy Gertrude Stanton, Decorator

BEDROOM

CEILING AND WALLS—26-16 Suntone Wallhide Flat Wall Paint. TRIM AND FURNITURE—54-60 Travertine Waterspar Enamel.

The weaknesses in the majority of paints and primers were recognized and kept in mind during the many years of intensive development work. This elaborate study resulted in the perfection of "Vitolized Oil" and its adoption for use in WALLHIDE, the Vitolized Oil Paint.

WALLHIDE Products — Built on an Oil Base

Products under the WALLHIDE label successfully meet all requirements and in addition correct the major weaknesses and minor deficiencies so often encountered in interior wall coatings. They combine the advantages of oil base and varnish base wall paints without any of their disadvantages, and also possess added properties found in no other product.

FINISHED WALLS IN ONE DAY

One or Two Coats — Old or New Walls

The WALLHIDE System makes quick work possible at no sacrifice of results, bringing about savings in labor and convenience in application. This is especially true where small jobs are involved, as it saves the expense of moving equipment, and the inconvenience of having the house torn up more than a day.

Two coats can be applied in one day.

Never in the history of the paint industry before Wallhide was introduced, was it possible to apply the second coat before the first was thoroughly dry. This is possible because "WALLHIDE, the Vitolized Oil Paint, DRIES BY POLYMERIZATION." This means drying through the combination of atoms.

For example, when a WALLHIDE paint film is applied, it consists of mil-



lions of small particles or atoms. These rapidly combine into larger masses until the individual units are probably down to thousands or hundreds. This combining process continues until the entire film becomes a solid mass, which results in unified drying throughout the depth of the film.

Other paints "surface dry," which means that there is a difference in tension between the top and bottom of the paint film and when a second coat is applied before the first is thoroughly dry, this difference in tension causes a crinkled surface. Since there is no difference in the tension of a WALLHIDE film, it is possible to apply the second coat before the first is absolutely dry.

This characteristic makes it possible to produce finished walls in one day—one or two coats—old or new work.

Wallhide is also available in semi-gloss. Many people delight in the mellow glow of color from sheenless walls, others find the effect of gleaming walls far more satisfying.

Then there are the utilitarian reasons to influence the choice. Living rooms and bedrooms are not subjected to the wear of daily household tasks, and WALLHIDE Flat is ideally suited to this atmosphere of restful dignity and leisure. The active rooms, on the other hand, the kitchens, bathrooms, nurseries, laundries, and the like, where wall washing is so much more frequent, will find WALLHIDE Semi-Gloss rises to all the demands of utility.



INTERIORS

CEILING—26-5 White Wallhide Flat Wall Paint. WALLS—Chartreuse Light Intermix No. 148—obtained by mixing equal parts 26-11 Sea Foam Green and 26-16 Sunstone Wallhide Flat. TRIM—54-75 Eggshell White Waterspar Enamel. BOOKCASE INTERIOR—Peasant Red Waterspar Enamel Intermix. ★

CEILING—26-24 Ivory Wallhide Flat. WALLS—26-7 Cascade Blue Wallhide Flat Wall Paint. TRIM AND BLINDS—Bone White Waterspar Enamel Intermix.

Courtesy James F. Eppenstein, Architect





CEILING AND WALLS—*Lemon Yellow Waterspar Intermix No. 7*—obtained by mixing 1 quart 54-71 White and ½ pint 54-74 Canary Yellow Waterspar Enamel. TRIM—54-71—*White Waterspar Enamel*.



CEILING—26-5 *White Wallhide Flat Wall Paint*. END WALL—*Gull Gray Intermix No. 101*—obtained by mixing equal parts 26-13 Blossom Pink and 26-17 Cascade Blue Wallhide Flat Wall Paint. REMAINING WALLS—26-5 *White Wallhide Flat Wall Paint*. TRIM, BLIND AND FURNITURE—54-75 *Eggshell White Waterspar Enamel*.

Courtesy James F. Eppenstein, Architect



CEILING—26-24 *Ivory Wallhide Flat Paint*. WALLS—26-11 *Sea Foam Green Wallhide Flat Wall Paint*. TRIM—54-60 *Travertine Waterspar Enamel*.

HOME FURNISHINGS



Paint Protects — Color Cheers

The desire to protect one's home against wear and make it more attractive and livable, is deeply rooted in the heart of most home owners. Too often, however, the small investment in time and money necessary to make desire blossom into accomplishment is put off from day to day, month to month, year to year. All through this period of procrastination, insidious decay is at work, destroying values which today are hard or impossible to replace. Soon the shabby mantle of neglect spreads its folds over all, and a major renovating job becomes necessary to restore its charm and utility.

Many home owners imagine the job is beyond their abilities. True, a professional painter can and will do it better, but in times like these, when his skill is not readily available, it behooves home owners to list the things which should be done, take brush in hand and get the program under way.

Again we say, before you paint, you must prepare. Inspect the surfaces to be painted. Repair rotted spots, remove rust, dirt, paint blisters. Sand smoothly. You simply can't overestimate the importance of proper surface preparation.

For this work you will need a few simple tools: A broad knife for scraping large areas, a putty knife for filling cracks, nail holes and glazing, a wire brush for removing loose paint and dirt, particularly on concrete or cement, steel wool for burnishing out rust spots, sandpaper for the smoothing out of uneven surfaces, a dusting brush for the final clean up.

You'll also need, a few mixing cans in which to prepare your paint in accordance with directions on the label, mixing paddles for a thorough stirring, rags for wiping, drop cloth (or spread newspapers on the floor), turpentine for thinning paint, cleaning brushes, removing spots, and of course you'll need one or more brushes.

Do not start the job until all these items are at hand, or you will be confronted later with irritating delays while you seek the missing item.

When you are finally ready to apply paint, read carefully and follow exactly the directions on the label. This will assure you satisfactory results. Do not try short cuts of your own invention or those suggested by well meaning but often misinformed amateur experts.

From here on we list the types of surfaces encountered in the average home, together with the products we recommend. When surfaces other than those listed enter into your problem consult with your local source of supply. You will find them anxious to be of help and their long familiarity with paint problems of all kinds qualifies them to give you reliable and worthwhile advice.

Automobiles

Inspect surface. If badly worn, scratched or checked, remove old finish with paint and varnish remover. After thoroughly cleaning surface, apply a coat of Pittsburgh Primer-Surfacer, followed by a coat of Waterspar Enamel. If the old finish is intact, clean thoroughly and apply coat of Waterspar



Enamel. Automobile Engines should be cleaned thoroughly and receive a coat of Pittsburgh Utility Enamel.

Baby Carriages, Walkers, Pens, Cribs, etc.

Clean thoroughly. If the old surface is intact, brighten up with a coat of Waterspar Varnish. If old surface is



worn through or a change of color is desired, apply a coat of Pittsburgh Waterspar or Utility Enamel.

Barns

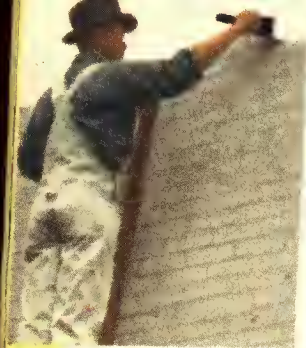
See comments on pages 18 and 19.

Bicycles

Follow recommendations given for the painting of automobiles.

Boats

Here painting is of primary importance, as watercraft are subjected to the punishment of water immersion in addition to normal wear. The paint to be used depends upon the type of watercraft being refinished. In all cases, proper surface preparation must be taken care of, and before any paint is applied, the surface must be thoroughly dry. For row boats and scows, two coats of Sun-Proof, applied according to directions will produce excellent results. For canoes and yachts we recommend Waterspar Enamel. For spars and rails use Waterspar Varnish. The deck should receive a coat of Pittsburgh Florhidge. All canvas wherever found should receive a coat of Pittsburgh Tector, followed by a coat of Waterspar Enamel.



Canvas

In all cases canvas should receive coat of Pittsburgh Tector. This product is famous for its adhesion and elasticity, assurance of the right foundation. The use of the object being painted decides the finishing coat, which may be *Sun-Proof House Paint, Waterspar*

Enamel, or Florhide.

Breakfast Sets

Unfinished furniture presents a real opportunity to home owners. It can be stained and varnished or enameled in solid colors. For the former, apply a coat of Pittsburgh Wood Stain in accordance with directions on the can, followed by two coats of Pittsburgh Varnish. For an enameled job, use two coats of Pittsburgh Waterspar Enamel. Incidentally, one coat will generally suffice on a repaint job unless a decided change in color is desired.

Don't be afraid to use color freely. It is the safe way to introduce cheerful effects into rooms which might otherwise be drab and spiritless. These small areas of bright color against soft-toned backgrounds will prove the answer to the normal, instinctive desire for cheer and brightness, and Waterspar Enamels are so easy to apply that it's actually fun to paint with them.

Bric-a-Brac

Clean thoroughly and apply a coat of Waterspar Varnish or Waterspar Enamel where a change of color is desired.

Canoes

See Boats.

Ceilings

See Walls.

Chairs

See Breakfast Sets.

Cement Floors

This is generally a troublesome problem, and only by painstakingly following directions will a satisfactory job be achieved. We therefore give these in some detail.

Cement Floors and How to Paint Them

Acid etching is recommended for all unpainted cement floors prior to finishing. By etching, the adhesion of Paint coats is greatly improved, and alkalies present, which have a destructive action on Paint films, are neutralized to a great extent.

A 10% solution of muriatic acid, made by



diluting one part of acid with three parts of water, should be used for etching.

Use a wooden bucket or enameled pail and a stiff fibre brush. Apply one gallon of solution to 100 square feet of floor and scrub well while applying. Allow the solution to remain on floor till it stops bubbling . . . then flush off thoroughly with clean water. If the surface does not dry in a few hours, it should be flushed again. When surface is dry, proceed with Painting.

Old, worn, Painted Cement floors may be etched as readily as unpainted cement. When the condition of floor is such that removal of old Paint is advisable, this may be accomplished by the use of an alkali solution . . . containing not more than one pound of lye to five pints of water. After the Paint has been removed and the surface flushed with water it may be etched with acid, as stated above, save that one gallon of solution should be applied to every 75 square feet of floor.

N.B. If acid or alkali solution is spilled on the skin, wash off immediately with plenty of cold water. The use of rubber gloves and footwear is advisable to protect hands and feet.

Having thus prepared your surface, apply Pittsburgh Florhide in accordance with label directions.

Fences and Trellises

Well designed fences and properly placed trellises and lattice work are great aids in landscaping and add a pleasant touch to home surroundings.

If of wood, protect with two coats of Sun-Proof House Paint; if metal, follow directions as given for the painting of exterior metal surfaces.

Floors — Hardwood

Keep gleamingly new with Waterspar Varnish, which in turn should be protected by regular applications of Waterspar Wax.

Floors — Soft Wood

These are generally painted in solid colors, for which purpose Pittsburgh Florhide is specifically made. It is also possible to simulate a hardwood floor by the use of Pittsburgh Waterspar ground coat, second coat of Waterspar Colored Varnish, grained in imitation of the desired wood pattern, with a final protective coat of Waterspar Clear Varnish.

Galvanized Iron, Tin

See Metal.

Implements

Probably among the most neglected items—literally orphans, uncared for. Yet it would take only a few minutes' time and cost a few pennies to protect



them against the weather, and prolong their life indefinitely. Buy a small can of Pittsburgh Utility Enamel and see what wonders it will perform.

Interior Finish

An occasional coat of Waterspar Varnish will keep your natural wood trim gleaming, or if enameled, it can be renewed with a coat of Waterspar Enamel, in a color that harmonizes with the wall color.

Lawn Furniture

The constant wear to which this is subjected makes a proper protective coating essential. A variety of products can be used for this purpose, but first choice is Waterspar Enamel. Here again you have an opportunity to use color freely, in harmony with the colors used on your home and the natural setting of your landscape.

Linoleum

Protect linoleum surfaces with regular applications of Waterspar Wax. To prevent wear of printed surfaces, protect with a coat of Waterspar Varnish, over which the wax protective coating should be applied at regular intervals. When the design wears off in spots, paint over with Waterspar Enamel, protect with Waterspar Wax.

Metal

Unless metal surfaces are properly protected they will deteriorate rapidly, resulting in expensive replacement costs. Inspect all metal surfaces frequently and remedy promptly any

breaks in the protective Paint film. Galvanized iron or tin surfaces should be coated with Pittsburgh Iron Primer, followed by a finishing coat. For galvanized gutters and downspouts use Sun-Proof House Paint, for metal furniture, fences, and railings, Waterspar or Utility Enamel should receive the preference.

Porch Floors

Use two coats of Pittsburgh Florhide. If old surface is in good condition and color change is not too pronounced, one coat will deliver satisfactory results.

Radiators

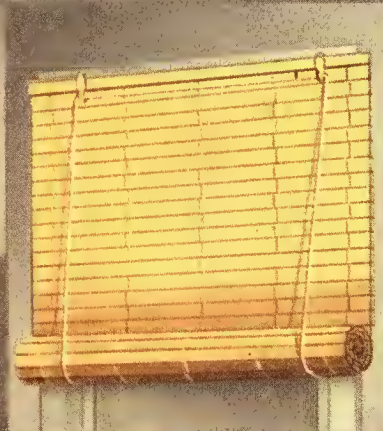
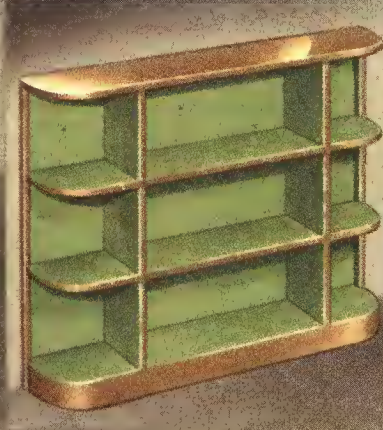
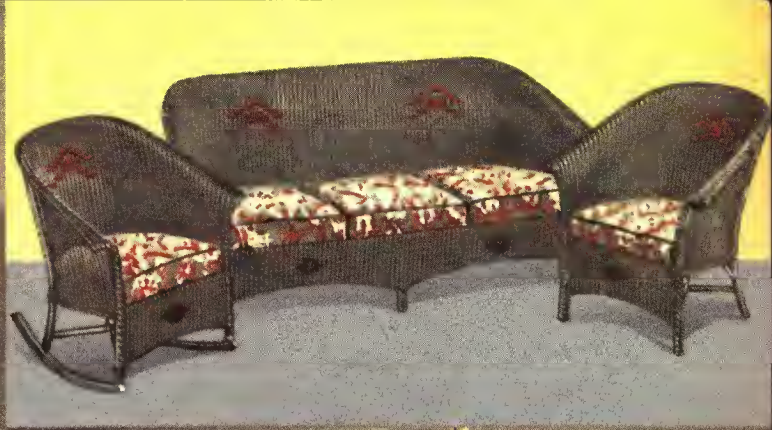
These should be painted to recede and become as inconspicuous as possible. A good practice is to paint them the same color as the background wall. Wallhide Flat Wall Paint is the best product to use.

Reed Furniture

If old surface is in good condition, apply Waterspar Varnish to renew the luster. For badly worn surfaces, or when a change in color is desired, apply one or two coats of Waterspar Enamel. Here color can be used effectively to brighten up your porches and dens.

Screens

Protect these against rust. A good practice is to paint them before they are stored for the winter. Utility Screen Enamel is made specifically for this purpose. Waterspar Enamel, properly thinned, may be used when a color effect is desired.



Farm painting



Failure to paint means to rebuild sooner or later—sure. And today it must be later, as new structures cannot be built. The roof begins to sag and leak. You will find that seams have opened from weathering and shrinkage and that there are cracks about the window frames. The structure is no longer weather tight. It will be cold, drafty, more costly to heat. It will be a far less comfortable, less healthful home. It will quite likely be the cause of higher family doctor bills—a poor house to live in.

Paint Will Make Them Last

Paint beautifies the home—Protects valuable property, your barn and equipment, against the ravages of time and nature—Spreads cheer and brightness and contentment. Paint Protects—Color Cheers. Makes your home—any home—a pleasanter and happier place in which to live. Measured in these terms, paint is the cheapest major item in your home improvement budget. But—real economy demands that you buy only good paint.

PITTSBURGH BARNHIDE

Barn and Roof Paint

Barnhide is a *super* Barn Paint. Dries uniformly over old weathered surfaces and over old dried-out paint. Decreases flat spots and avoids early loss of gloss, common to ordinary barn paints. Has a distinctive bright red color and excellent body. Easy to work, and two coats may be applied the same day by brush or spray. Dries over night to a full uniform high gloss surface. Properly formulated with a maximum amount of iron oxide to provide long life, especially superior color holding and surface protection.

Utility Barn and Roof Red

A high grade, though lower priced general purpose farm maintenance red, designed for use on barns, sheds and other outbuildings. Particularly suitable for application to surfaces which have become porous and eroded through neglect. It is most useful for pro-

tecting the various wood and metal surfaces common to the farm where the use of an oil paint is required.

It is finely ground and has more than usual covering capacity for paints of this type. Manufacture is controlled so that it is always uniform.

Roofs — Wood

Before doing any painting it is best to see that the roof is in good condition. Do the necessary repairing first. Pittsburgh Shingle Stain is the standard shingle preservative. Sun-Proof House Paint, Utility House Paint, Pittsburgh Utility Barn and Roof Paint, or Barnhide may be used.

Metal Roofs

Metal roofs may be painted with Ironhide, Pittsburgh Utility Barn and Roof Paint or Barnhide.

Wood and Metal Fences

Use Sun-Proof two-coat house paint system. Utility House Paint, Barnhide or Pittsburgh Utility Barn and Roof Paint are also suitable.

Metal Tanks

Use Ironhide Rust-inhibitive system. If different color is desired, use Ironhide for first coat, followed by Sun-Proof, or Utility House Paint.

Tractors and All Farm Implements

All grease and dirt should be carefully removed, washing entire surface with gasoline or benzine. Utility Enamel or Waterspar Enamel is best suited for painting implements. Be sure you work in a well ventilated room.

Your valuable farm equipment, often unhoused throughout the year, needs the best possible paint protection. If neglected, it rusts and rots. You'll miss it when it's gone, finding it hard, if not impossible, to replace. Paint will make it last.



BARN AND SILO ROOF—14-20 Red
Pittsburgh Barnhide. SILO AND
FENCE—1-54 Titanic Outside
White Sun-Proof House Paint.



ROOF—5-243 Indian Red Pitts-
burgh Shingle Stain. BODY AND
TRIM—1-54 Titanic Outside White
Sun-Proof House Paint. EQUIP-
MENT—19-2 Black Pittsburgh Util-
ity Enamel.



ROOF—5-243 Indian Red Pittsburgh
Shingle Stain. BODY AND TRIM—1-54
Titanic Outside White Sun-Proof House
Paint.

Courtesy Better Homes & Gardens



TRACTOR AND CORN MASTER—19-15 Pittsburgh
Utility Enamel Orange. WAGON BODY—19-13
Green Pittsburgh Utility Enamel. WAGON
CHASSIS—19-3 Light Vermilion Pittsburgh
Utility Enamel.



PITTSBURGH PRODUCTS



Sun-Proof Primer

This Primer has revolutionized the painting of exterior wood surfaces, because its use results in an undercoat that effectively counteracts the causes of exterior paint failures. Thin Sun-Proof Primer with Leptyne or Turpentine.

Sun-Proof House Paint

Brings protection and long-lasting beauty for all exterior paint jobs. Sun-Proof flows smoothly and easily from the brush, covers more area than poor paints, has greater hiding qualities, lasts longer. The spreading rate of Sun-Proof is upwards of 450 sq. ft. per gallon, per coat, when applied according to directions. Thin Sun-Proof Body Colors and White with Leptyne, Turpentine or Vitoloil. Do not thin Sun-Proof Trim Colors. Read carefully and follow exactly detailed directions on each package. The Sun-Proof Line consists of a White and a Gray Primer, Sun-Proof Titanic Outside White, Sun-Proof Tinting White, Sun-Proof Body Colors and Sun-Proof Trim Colors, in a wide range of attractive shades.

Utility House Paint

A lower priced paint—Suitable for exterior surfaces. Works easily, hides exceptionally well, good body and dries to an oil gloss. Four colors, also Black and White.

Cementhide Brick and Stucco Paint

For beautifying and protecting cement, stone, stucco or brick structures. Seals out moisture and destructive forces of nature. Spreading rate . . . due to variation in surface texture. Cementhide Brick and Stucco Paint reduced according to directions will cover 150 to 250 sq. ft. for Priming Coat or 300 to 400 sq. ft. for Finish Coat. In white only, a large variety of colors may be created quickly and easily with the use of Pittsburgh Fluid Oil Colors for tinting. Should not be used on floors or steps.

Florhide Enamel

This is the universal floor enamel. Smooth, high gloss, for wood and concrete floors and standing woodwork. This finish makes unsightly floors beautiful in almost no time. Stands severe scuffing.

Pittsburgh Shingle Stain

A combination of penetrating and preserving oil and pigments which fills the pores and fibres, keeping out moisture and thus protecting surfaces from fungus, warping, splitting, or decay. Made in four colors. This is ready mixed for dip, brush or spray application. One gallon will cover from 60 to 70 sq. ft. of surface two coats brushed. Two and one-half gallons will dip 1,000 shingles two-thirds their length.

Pittsburgh Techide Flat Wall Paint It's Clean . . . It's Quick . . . It's Easy

Mixes with Water—Easy to Apply—Quick to Dry.

Its use results in "a magic transformation"—makes possible finished walls in three hours.

Pittsburgh's Techide Flat Wall Paint is a resin emulsion paint, made from synthetic resins, oils and highest quality pigments. It is easily applied over old paint, plaster, wallboard, cement, brick, wallpaper, and Casein painted surfaces.

It mixes with water, no turpentine or solvents are needed. Usual reduction is one-half gallon of water to gallon of Techide, though less thinning is advisable when applying over a well sealed surface. It covers from 400 to 1000 square feet per gallon, depending on porosity of surface being painted.

Because Pittsburgh Techide dries with a perfect flat finish; slight defects in workmanship are not readily discernible. It should be applied with a wide brush, preferably of the calcimine type, resulting in application at amazing speed. Brushes are easily cleaned by washing in water.

The quick drying feature of Techide enables users to finish a room in several hours. Techide dries in one hour and when a second coat is needed, it can be applied three hours later. Thus a room can be completely renovated and reoccupied the same day.

Pittsburgh Techide is ideal for "painting over" wallpaper. Most patterns can be hidden in one coat, which enables home owners to achieve "a magic transformation" quickly and at minimum cost.

Pittsburgh Techide is made in eight attractive colors and a true White. These have been carefully chosen and represent the current color preferences of home owners.

Techide will measure up to Pittsburgh quality standards in all respects, upholding the reputation for satisfactory results; characteristic of all Pittsburgh Paint Products.

Use in accordance with label directions.

Wallhide Interior First Coater

Wallhide First Coater is designed primarily for plaster walls, for either new work or repainting, but is equally suitable for use on standing interior plaster, wallboard, wood, brick, and cement surfaces under any type of oil or varnish base finishing material—flat, semi-gloss or gloss. The "Vitolized Oil" in this product gives it superior properties of sealing, stopping suction, and retarding effect of hot spots. The finish coat has a spreading rate of from 400 to 600 sq. ft. per gallon for one coat. Drying time: overnight drying is preferable—allow 5 hours between first coater and finish coat, when a faster schedule is necessary.

Wallhide Interior Flat Wall Paint

The original "One-Day Painting" finish for walls and ceilings—either on old or new work. Used so extensively by painters throughout the country that it is often referred to as the "Painter's Paint." Eight beautiful colors by nature from which to choose. The Two-Coat System is recommended.

Wallhide Semi-Gloss Wall Paint

is for use on wood or plaster surfaces where frequent washing is essential. Extremely popular for all interior surfaces where a semi-gloss is desired or required because of surface conditions. You can make your choice from eight sparkling colors.

Waterspar Enamel

The ideal finish for renewing woodwork, furniture and things about the home. Easy

to use, dries quickly. Twelve beautiful tones that harmonize with Wallhide colors.

Utility Enamel

produces a tough, high gloss, durable finish. Ideal for use when cost is a factor.

Waterspar Colored Varnishes

Waterspar Colored Varnishes are semi-transparent, designed to stain and varnish in one operation, thus saving time and labor. For the finishing of new surfaces, reduce first coat at the rate of one quart of Leptyne to the gallon of Waterspar Colored Varnish. Follow by second coat as received in package.

Waterspar Varnishes

No. 100—A clear interior varnish of the fast drying type. Suitable for floors and standing trim.

No. 201—For exterior use—is more durable than the waterproof varnishes previously offered for exterior surfaces.

No. 300—Extra pale linoleum varnish—made to withstand hard wear and frequent scrubbing.

The spreading rate is from 500 to 600 sq. ft. per gallon, one coat.

Waterspar Floor Waxes

These wonderful waxes come in three styles—Paste Wax, Liquid and Self-Polishing. They make floors gleam with a minimum of effort. No housewife should be without a supply.

Pittsburgh Wood Stains

For use in staining wood, tinting fillers, and coloring varnishes for interior use. Equally effective on hard or soft woods. Pittsburgh Wood Stains penetrate open or closed grain woods. Suitable for use on all interior wood surfaces. All colors mix readily with varnish.

Pittsburgh Clean-Up Aids

Include every preparation necessary to clean, patch, and prepare surfaces for painting. Paint Cleaner, Patching Plaster, Crack Filler, Brush Cleaner, Floor Cleaner, Sapon Basic Cleaner.

Brushes

Select your brush with care: the size, to save time, effort and material; the type, for ease of application; and the quality, to insure the best painted surface obtainable.

We are not using the brand name "Gold Stripe" under war conditions; but comparable brushes of the best materials now available are being manufactured. Make sure of satisfactory application by using a Pittsburgh brush.

PITTSBURGH

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